April 2nd, 2025

Brendan Carr
Chairman, Federal Communications Commission
45 L Street NE
Washington, DC 20554

Dear Chairman Carr,

I appreciate you taking the time to read this letter because the issue at hand is critical—not just for local broadcasters like us, but for the communities we serve.

At WVLA-TV in Baton Rouge, we work, day in and day out, to provide the kind of local news, weather, and emergency coverage that people rely on. Whether it's keeping families safe during a hurricane or shining a light on local businesses, we're deeply rooted in our community. But the current FCC ownership rules are making it harder for broadcasters like us to do our jobs and compete in today's media environment. I write as part of the *In re: Delete, Delete, Delete* proceeding to urge the Federal Communications Commission (FCC) to eliminate the current rules that: (1) place a cap on the percentage of the country's television households that a broadcast company may reach; and (2) limit the number of stations a broadcast company may own in any single local market. As the media landscape continues to evolve, these outdated regulations are hindering the ability of local broadcasters to compete against "Big Tech" in what has become an increasingly digital and highly competitive marketplace dominated by a few giant platforms that have no meaningful connection to our local community.

Here at WVLA we are deeply involved in the local community We air almost 30 hours of local news coverage per week. We are the only television operation in Baton Rouge that still produces a weekly political and governmental affairs program. When severe weather breaks out or hurricanes threaten the coast our viewers depend on us to be there throughout the storm, delivering lifesaving information for days on end. We champion our local universities, LSU and Southern University, a legacy HBCU. And we don't just cover stories, we get involved in our community working with organizations like The Greater Baton Rouge Food Bank, The American Cancer Society, The National Alliance on Mental Illness and many local homeless shelters through the St. Vincent DePaul Society trying to make a tangible difference in people's lives. Through our partnerships with local animal shelters, we have helped place hundreds of adopted pets into their forever homes annually. We do all of this not just to inform, but to build connections, to foster understanding and to strengthen the communities we serve.

Television viewers in Baton Rouge and communities like ours across the country depend on local TV stations to provide them with important information that directly impacts their lives, including news, weather, sports, and often lifesaving emergency information. Local TV stations are often the first place people turn to for news and information and, increasingly, the local TV station is the only local outlet producing local journalism.

As local newspapers and radio stations go out of business or are forced to severely limit their operations or adopt a national format, the role local broadcasters play in disseminating accurate information is more important than ever. Still, local stations like this one are suffering because of archaic FCC rules and regulations that have no connection to current marketplace realities. In short, without regulatory relief, local television stations will be unable to continue making the kinds of investments necessary to produce the high-quality news and information programing upon which our viewers rely daily.

The current ownership restrictions originally were intended to promote competition and diversity in broadcasting and were conceived at a time when streaming technology didn't even exist and the few large platforms were the legacy Big 3 broadcast networks. However, those days are long gone. With streaming platforms, digital content providers, and Big Tech now dominating the advertising and media distribution sectors, local broadcasters likeWVLA are at a distinct disadvantage. The obvious constraints of the broadcast cap are stark when contrasted against the unlimited reach of Big Tech into multiple devices in every household in America. In order to remain viable and continue providing high-quality local news, emergency information, and community programming, local broadcasters need the flexibility to grow without restriction, just like their Big Tech counterparts.

Eliminating or modernizing these regulations would:

- Enable local broadcasters to expand and enhance their local news and community programming and continue investing in new technology, innovation, and viewer services.
- Allow local broadcasters to better compete with digital giants that are not subject to the current restrictions on reach.
- Improve efficiency in operations, ensuring financial stability and more effective long-term planning.

The reality of today's media environment demands a reconsideration of legacy rules that no longer reflect the urgent situation hastened by the industry's competitive dynamics. We urge the FCC to take swift, decisive action in eliminating the restrictions on media ownership to ensure a level playing field that benefits both local broadcasters and the communities we serve.

Thank you for your attention to this important matter.

Sincerely,

Julie Burns
Station Manager
WVLA